

# APARTMENTALIZE

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## 33 Standout Exhibit Ideas Selected by the E<sup>3</sup> Exhibiting Effectiveness Evaluation Team

*By: Jefferson Davis, Lisa Goodman, and Katharine Chestnut of Competitive Edge.*

As a value-added exhibitor service, Apartmentalize 2023 provided selected exhibiting companies with the award-winning E<sup>3</sup> Exhibiting Effectiveness Evaluation.

While conducting evaluations, we looked for exhibits throughout the show displaying imaginative, creative, and effective ideas and practices. We want to congratulate the exhibitors featured and hope all exhibitors look to these ideas as examples of how to make your exhibit even more effective.

**Note:** The ideas are presented in no particular order and are not ranked good, better, best. They only represent a sampling of many effective exhibiting practices we observed at Apartmentalize 2023. *Enjoy!*



**Exhibiting Effectiveness Evaluation™**  
Improving Exhibitor ROI & Attendee Exhibit Hall Experience

## Creative Attention-Grabbing Techniques

- Attractive Imagery & Graphics
- Dramatic Lighting
- A/V & Technology
- Unique Exhibit Property
- Attractive In-Booth Promotions
- Outside-the-Booth Promotions

## Creative Attention-Grabbing Techniques



### Apartment Life

Now this is a super creative visitor engagement. Having that “Every moment is a gift” photo op in the booth, reminding people to slow down and be present in capturing the moment and sharing it on social media.

## Creative Attention-Grabbing Techniques



### Luxer One

There are so many things going right with this booth in terms of its ability to grab attention using bold colors and perfectly placed copy that answers the who/what/why questions.

## Creative Attention-Grabbing Techniques



### BluSky

Bright blue backlit panels placed at various levels with imagery of clouds support branding. Open spaces between mid and upper tiers of the exhibit add visual impact as they frame the branding theme for increased visibility. Very eye grabbing!



## Creative Attention-Grabbing Techniques



### Smartrain

Sounds of water and a tall, vertical fountain are captivating, drawing interest from the aisles. This unique design feature engages the senses while helping to support key messaging to target attendees. And ... the two swimming pink flamingos add a whimsical touch.

## Creative Attention-Grabbing Techniques



### Apartment List

Apartment List created a welcoming and comfortable space with the use of bold, contrasting colors and lighting within several seating areas. Each focused on an aspect of service that was important to attendees and allowed staff to understand quickly what visitors were most interesting in learning more about.

## Creative Attention-Grabbing Techniques



### Garbage Grabbers

OK, so this is a real attention grabber. A beautiful McLaren, high-end automobile in the booth with a garbage can full of trash in the driver seat. Hard not to do a double take!



## Creative Attention-Grabbing Techniques



### FSI Construction

Even small booths can use big company strategies to stop traffic. FSI Construction drew crowds to their booth on the last day of the show by raffling away \$500 cash to a lucky visitor.

## Creative Attention-Grabbing Techniques



### Flex

The combination of eye-catching color, bright lighting, and great integration of company branding is compelling, offering a distinctive look across the aisles increasing visual impact.

## Creative Attention-Grabbing Techniques



### Snappt

Snappt took a cue from Times Square, with the moving ticker tape play book showing the cities with percentages. This encouraged attendees to stop and ask what the percentages meant. The moving messaging along with a colorful attractive exhibit made sure Snappt got their fair share of attention on the busy floor.



## Creative Attention-Grabbing Techniques



### Plentific

Plentific was able to grab their fair share of eyes by using a unique angular exhibit design that drew attention and pulled your eyes towards the large four sided top sign, which delivered their core value proposition.



## Creative Attention-Grabbing Techniques



### AppFolio

Well-placed and well-designed AV can be a big time attention grabber. AppFolio had a well placed circular LED wall which demanded the visual attention of everybody that passed the booth.

## Effective Visual Communications

- Crystal Clear Value Propositions & Messaging
- Answering Attendees' 3 Major Questions: What – Why – Who
- Effective Promotion of NEW Offerings
- Thoughtful Brand Integration

## Effective Visual Communications



### Blink Charging

With the demand for EV charging growing daily, Blnk Charging clearly answered visitors top three questions: (1) Who they are; (2) What they do; and (3) Why the visitor should care. Nailed it.

## Effective Visual Communications



### ResMan

ResMan put on a messaging clinic on how to quickly and visually grab the attention of attendees, and communicate a clear problem that many are facing with compliance. They had great feature/benefit messaging around the booth, including a strong call to action to see the product in action.



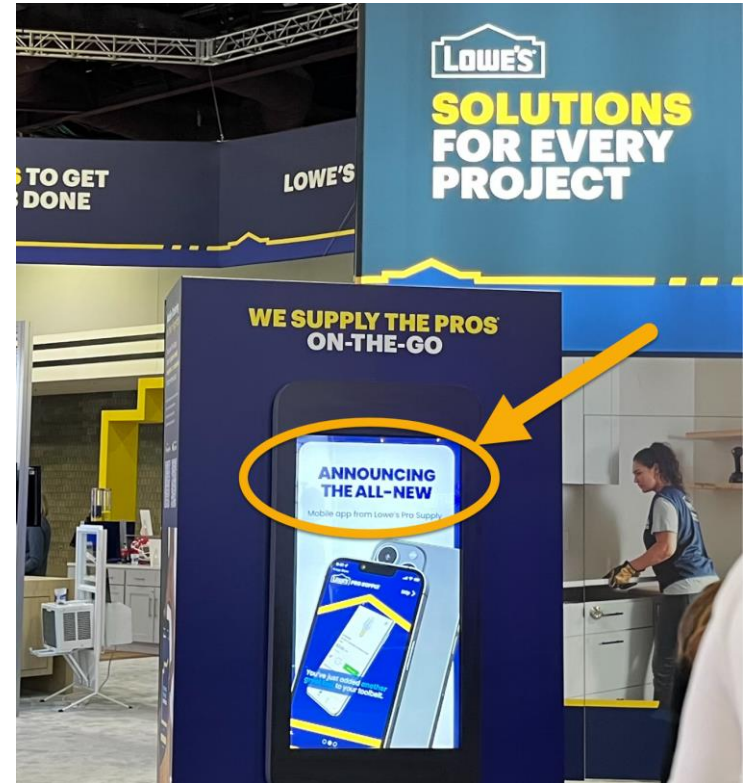
## Effective Visual Communications



### J Turner Research

J Turner's whimsical doodles caught your eye, then their headline immediately conveyed what they did, and exactly how it would make life easier for many visitors. The circular icons then invited visitors to dive deeper and learn more about the how's and why's of their product.

## Effective Visual Communications



### Lowe's

Here's another great example of how to highlight a new innovation. In this example, Lowe's used a vertical AV display located near the exhibit's front corner to promote its new app.

## Effective Visual Communications



### sageWater

By using \left-brain/right-brain visuals, sageWater effectively communicated the logical and creative ways their service supports attendee needs all around.



## Effective Visual Communications



### Realtor.com

By using relevant industry statistics on the inside of their hanging banner -- to pinpoint how to reach potential renters, Realtor.com offers attendees a solution they want.



## Effective Visual Communications



### CollectTech

CollectTech explained their value proposition quickly along with their key benefits and process, all boiled down to a seven word headline. Well done.

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## Engaging & Informative Presentations / Demonstrations

- Visual Support of Key Messages
- One to Many Theater Presentations
- Use of Interactive A/V
- Cool Stations & Kiosks
- Gamification
- Unique Ways of Providing Takeaway Information for Visitors

## Engaging & Informative Presentations / Demonstrations



### ADT

Multi-family housing professionals come to trade shows to learn. ADT did an outstanding job with their new exhibit and especially their smart experience theater. Attendees entered into a small theater to get a quick overview of the many solutions ADT offers, And to top it off -- serving popcorn in a theater put the icing on the cake. A real showstopper.

## Engaging & Informative Presentations / Demonstrations



### Dewalt

When you want visitors to experience your product, I cannot think of a better way than to let them have a little fun while doing so. The Dewalt Challenge was a fun experience that allowed visitors to quickly see how many screws they can place in the board in a set amount of time.



## Engaging & Informative Presentations / Demonstrations



### Rent

Thoughtful placement of presentation on the corner for maximum visibility drew visitors in to Rent's theater, where they could learn and relax at the same time.

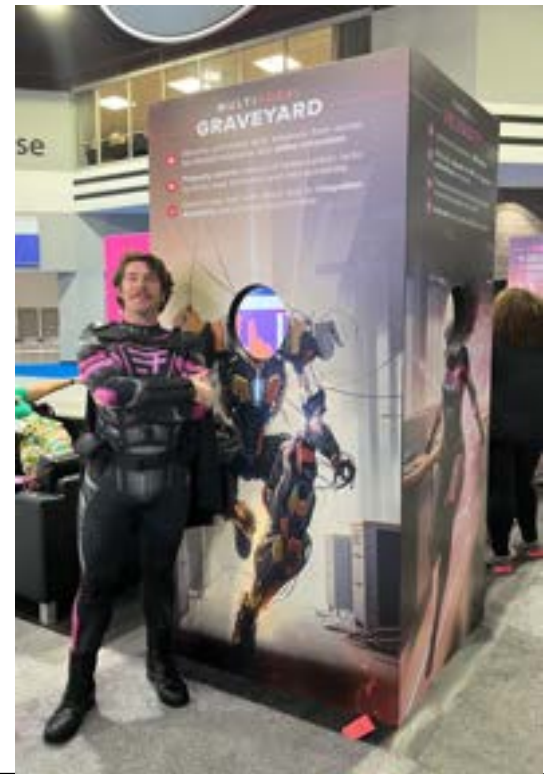
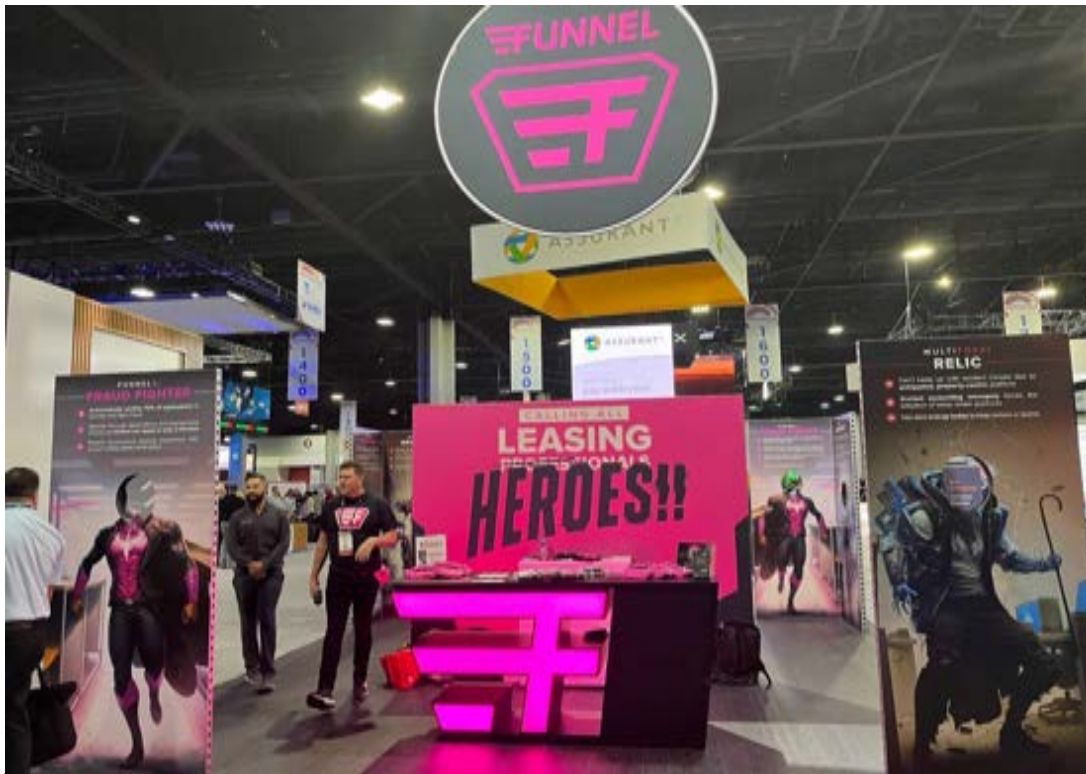
## Engaging & Informative Presentations / Demonstrations



### Salto

Salto's unique exhibit structure and muted colors drew immediate attention, and their perfectly staged demos inside the exhibit welcomed visitors while teaching them all about Salto's products.

## Engaging & Informative Presentations / Demonstrations



### Funnel

While this exhibit could've been placed in multiple categories in this report, the theme of transforming leasing professionals to “Leasing Heroes” was a can't miss. Having multiple superhero personas created a fun and novel experience to help attendees identify key pain points. Providing interactive photo opportunities was a great engagement to learn more about the solutions offered.



## Engaging & Informative Presentations / Demonstrations



### Zego

Zego made learning key messages fun for attendees with their oversized app kiosk. Having attentive staffers on hand gave visitors the opportunity to ask in depth questions beyond the demonstration.



## Engaging & Informative Presentations / Demonstrations



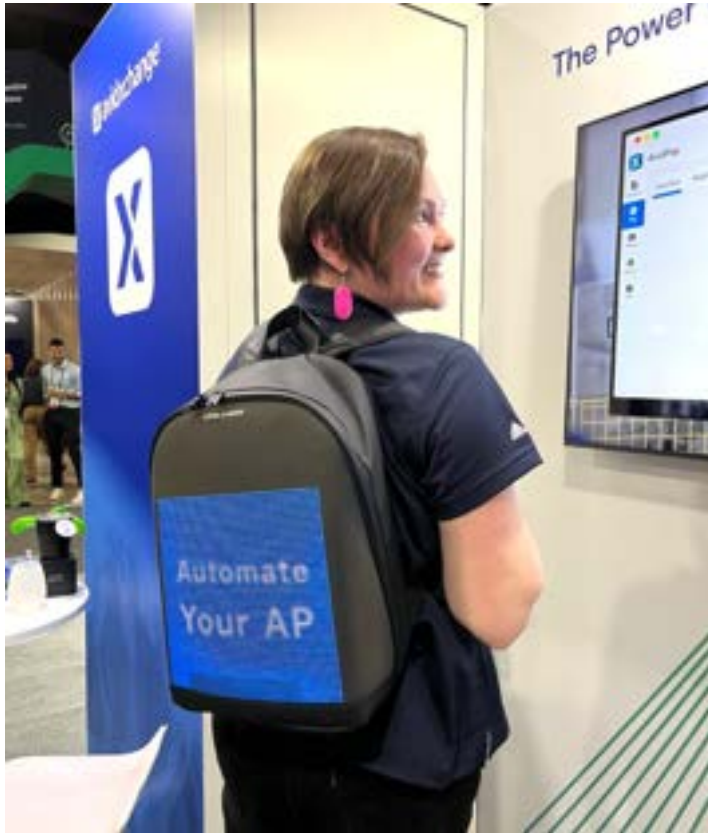
### Haaga Speed Sweepers

By continuously demonstrating how quick and easy the Speed Sweeper worked, Speedy Sweep helped visitors understand why investing their sweepers would be a smart choice.

## Effective Staffing Practices

- Easy to Identify Staff Apparel or Identification
- Cool & Creative Staff Apparel
- Impressive Staff Behaviors

## Effective Staffing Practices



### Avidxchange

Now here's a creative way to leverage your booth staff. Avidxchange had LED backpacks that their exhibit staff wore around the show floor, encouraging people to visit their booth.

## Effective Staffing Practices



### Community Boss

Who's the boss? Ask the staff! Their bright gold "BOSS" chains and shirts stood out from the crowd drawing interest from attendees. More than just a fun giveaway, these chains reinforce company messaging and branding - very effective!



## Effective Staffing Practices



### Charter Furniture Solutions

Wearing brightly colored apparel, which changed daily, Charter created immediate and instant identification of staff throughout the show. Smart use of color as an element of surprise for attendees!

## Effective Staffing Practices



### EnviroSpark Energy Solutions

EnviroSpark Energy Solutions made finding staff to speak with easy for visitors while delivering key brand messaging.

## Smart Exhibit Access & Attendee Navigation

- Effective Crowd Management
- Effective and Efficient Wayfinding
- Creative Navigation Methods

## Smart Exhibit Access & Attendee Navigation



### Resident IQ

When you offer a lot of services, it's important for attendees to be able to quickly find what they are looking for. Resident IQ did an outstanding job of designing their exhibit from the top down and making it quick and easy for visitors to know exactly where to go in their booth to learn.



## Smart Exhibit Access & Attendee Navigation



### Signal

Signal made finding the areas of most interest easy for attendees while creating an open and inviting space.

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## In-Line Success: Small Booths that Rock!

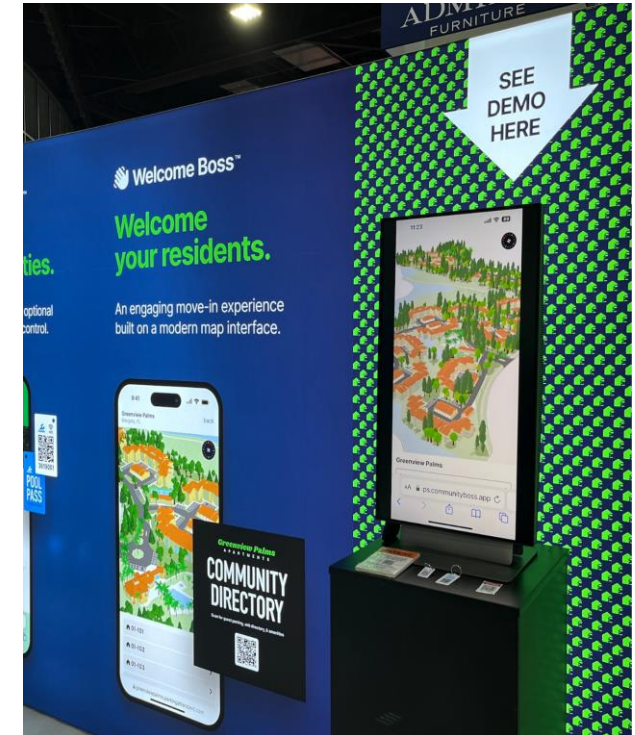
## In-Line Success: Small Booths that Rock!



### Clozzits

Wow, here's another small booth that rocks. From a high-quality backdrop, that physically shows their solution, to having well lit, and perfectly placed messages of who they are, and what they do, all the way down to the flooring -- even the rug made you feel like you were in a bedroom. And to top it off giving away a \$5000 Luggage set is another big draw. It's a clinic on how to execute a small booth.

## In-Line Success: Small Booths that Rock!



### Community Boss

Here's another small booth firing on all cylinders. From a strong backlit sign that quickly communicates their core value propositions, to a clear call to action for the demo. Attendees could then see the "Manage like a Boss" theme throughout the staff apparel -- and the boss necklace giveaway made the small booth a big hit.



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**Thank You for Exhibiting at  
Apartmentalize 2023!**

***Mark your calendar now for Apartmentalize 2024,  
June 19-21, 2024, in Philadelphia, PA***

And be sure to bring your creativity and excellent execution  
so we can feature your exhibit in this report next year!



**Exhibiting Effectiveness Evaluation™**  
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